

The Proposal

Objectives of Proposal

- A proposal request support for work that a proposer wants to do.
- The proposal must convince the person who receive it.
- Importance of proposal .
 - Proposal, like reports, are valuable information in an organization
 - They act as an index of the company growth or progress.
 - Successful proposals give financial returns to the organization.
 - They help to promote various research activities which are vital for the individual, organization or government.
 - Proposal attempt to win contracts for the company undertaking the project
 - Proposal writing develops certain favorable and useful skills such as communicative, persuasive and organization skills.



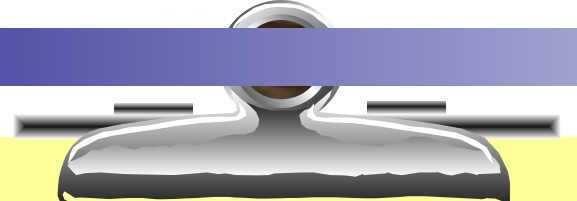
1. Think of your proposal as your **personal representative**.

- good appearance, neat, well organized
- well written, correct language
- explain your idea clearly
- convincing

2. Think high **quality & professional**.

3. Know your **goal**.

- Explain why project is important



Guidelines for Formal Proposals

- Cover/Title Page
 - ☐ Project title
 - ☐ Your name or the name of your organization
 - ☐ Date of submission

Cover/ Title Page

**INCREASED EFFICIENCY FOR
M-GLOBAL, INC.**

Prepared by
Hydrotech Diving and Salvage, Inc.

for
Peter Hancock
Purchasing Manager
M-Global, Inc.

February 25, 2008

Guidelines for Formal Proposals

■ Letter/Memo of Transmittal

- **Introductory Paragraph:** relates the enclosed final report to the proposal
 - Title and purpose of the report Audience for the report (who is it written for?) Authorization— Who authorized the project? When? Show how the report has met your objectives or how your objectives have changed.
- **Body Paragraph(s):** summarizes the report.
- **Conclusion Paragraph:** Call to action. Ready to help.

Notes:

- Use correct business letter format. one page, single space.
- Refer to your proposal: problem, objectives, scope. Show how the report meets/does not meet your proposal objectives.

Guidelines for Formal Proposals

■ Table of Contents

- Match wording of headings within the proposal text
- Check page references
- Keep all headings of the same order parallel in grammatical form

Table of Contents

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Components of a Proposal

Proposal Text

Project Proposal / Introduction (*What you want to do, Why it should be done*)

- (a) Project Statement
- (b) Project Rational
- (c) Project Objectives
- (d) Project Significant



Project Proposal Introduction

- It must be short, clear & give main idea of the project.
- Should consists of problem statement, objectives and scopes of study
- It should answer the questions of:
 - (a) **Who**-*target audience, who will benefit from your project*
 - (b) **What**-*goals / objectives, major activities*
 - (c) **Where**-*location*
 - (d) **Why**-*this project is important (immediate benefits & long term benefits)*
 - (e) **When**-*duration for the project*
 - (f) **How**-*to achieve goal / objectives*



Project Objectives

To prepare project objectives:

1. List each objective
2. Be specific
3. Begin each objective with “To”
4. State who, what, where, when, how.

Ex: To improve the **quality (what)** of the proposals submitted by **professionals, academics and institutions (who)** to **international funding agencies (where)**;

To promote the change of negative social attitude (**what**) towards LGBT community and discriminatory governmental practices (**who**) by means of awareness raising activities (**what**).



Example: Project Objectives

- Project Objectives are restated more specifically.
- *Ex: The overall aim of the proposed project is to develop an in-school counselling program for the Palestinian school system. Delineated within this broader goal are three specific objectives:*
 - (1) *to provide counselling services for 500 schools, with a total pupil population of 227,100;*
 - (2) *to develop the awareness of school personnel of the role and benefits of counselling within the school; and*
 - (3) *to provide professional training for school counsellors and supervisors.*



Guidelines for Formal Proposals

- Discussion Sections
 - Project scheduling
 - Management
 - Cost



Guidelines for Formal Proposals

- Conclusion
 - Restate a main benefit
 - Summarize the work to be done

Work program

Make use of a **chart** to illustrate the building blocks – work packages – of the research project. Be detailed in the description of the content of each work package (why, objectives, method(s), duration, when are you going to carry out each WP, partners involved in the realization, sequence of WP, etc.).

Example of a Gantt chart (= diagrammatic work plan)

deliverables

No.	Key Activities and Measurable Objectives	1	Jun 2001	Jul 2001	Aug 2001	Sep 2001	Oct 2001	Nov 2001	Dec 2001	Jan 2002	Feb 2002	Mar 2002	Apr 2002	May 2002	Jun 2002	Jul 2002	Aug 2002	Sep 2002	Oct 2002	Nov 2002	4
1	Collection and monitoring of hydrologic data of the upstream watershed of the Laka Laka irrigation scheme																				
2	Testing of the aSWAT model using time series of hydrologic variables of the Tunan watershed																				
3	Transfer of the calibrated/validated aSWAT model to the Laka Laka catchment. Predicting the effect of land conservation measures on the runoff regime and the sediment transport (water balance of the reservoir and life expectancy of the reservoir)																				
4	Complete inventory of the Laka Laka irrigation scheme. Implementing of the information in the CERES information management system																				
5	Estimation of the irrigation scheme's water demand																				
6	Modelling of the water supply given the physical boundaries of the irrigation infrastructure and the current irrigation operation scheme																				
7																					
8																					

Quick TIPS for writing a good proposal

- Allow plenty of time;
- Start by writing a summary of your proposed project;
- Be consistent and clear – Follow basic rules for a good and understandable document (order, pagination, table of content, font, etc.)
- Demonstrate an up-to-date knowledge of your field;
- Present your proposal in terms of the aims and objectives of the funder;
- Avoid jargon – say what you mean in clear, simple language;
- Don't be afraid to state the obvious;
- Be enthusiastic about your idea – if you don't sound interested, why should anyone else be ?
- Indicate references – Make sure to know them



Organizing Work...

- Writing
 - The content of the proposal
- Format Editing
 - Prepare front page
 - Prepare TOC
 - Prepare Letter of transmittal
 - Compiling the report according to the requirement (paragraph, line, etc)
 - Grammar checking
- Final checking

- **Part 1: The Proposal (10%)**

- Based on the given information, the top management would like your teams to provide a writing proposal to explain in detail the concept of your pavilion based on the initial discussion.

- Task:

- Decide a country for the study. (Selecting the living country of your team mates are prohibited for this project)
- Write a proposal that include the below:
 - Cover/Title Page
 - Letter/Memo of Transmittal
 - Table of Contents
 - Content
 - Introduction (objective, problem statement, scope of study)
 - Project schedule
 - Cost analysis
 - Conclusion
 - Reference
- Format of the proposal:
- The content of proposal could not more than 8 pages. Front 12 @ Times New Roman, Paragraph 1.5 spacing and aligned to left.
- *The deadline of the proposal is 23 June 2010.*



Your Task

- Define your project problem statement, objective and scope. Submit at the end of the class.
- You can collect it back on Thursday 17 June from 2-4pm.